



**DRAFT**  
**Community Engagement Committee Meeting**  
**Monday, January 14, 2019, 2:30 pm**  
**MINUTES**

**MEMBERS PRESENT:** Jody Wood, John Gyllin, Mark Havard, Roger Pynn, Jane Trnka and Wayne Weinberg

**MEMBERS ABSENT:** Robert Brown, Sheri Olson and Rick Walsh

**STAFF PRESENT:** Pam Nabors, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Wood called the meeting to order at 2:36 pm.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Items</b> <u>Approval of 11/16/18 Minutes</u> Reviewed minutes from 11/16/18 Meeting.	<b>Mr. Havard made a motion to approve the minutes from the 11/16/18 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.</b>
5	<b>Information</b> <u>Strategic Communications Update (attachment)</u> <ul style="list-style-type: none"> <li>• Reviewed mid-year results on public relations, social media and the launching of the Board Source.</li> <li>• Reviewed status of the website audit, modified master narrative, and construction industry campaign.               <ul style="list-style-type: none"> <li>○ Committee concurred with modified master narrative structure.</li> </ul> </li> <li>• Reviewed priorities and timelines for Q3 &amp; Q4:</li> </ul>	<i>Staff to present final test stage of website refresh to Committee in spring.</i>
6	<b>Insight</b> <u>North Star Discussion</u> <ul style="list-style-type: none"> <li>• Ms. Nabors reviewed the leadership team’s focus to redefine “what is a career?” as CSCF aligns itself to the overall strategies. The team affirmed:               <ul style="list-style-type: none"> <li>○ Careers are no longer linear towards a specific destination, but an ever moving journey.</li> <li>○ CSCF engages, guides and forms relationships to continue motivating at every point throughout the journey.</li> </ul> </li> </ul>	
7	<b>Adjournment</b> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 4:00 p.m.</li> </ul>	

Respectfully submitted,  
 Kaz Kasal